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This article looks at the Internet and the changing set of requirements for the Internet as it becomes more commercial, more oriented toward the consumer, and used for a wider set of purposes. We discuss a set of principles that have guided the design of the Internet, called the end-to-end arguments, and we conclude that there is a risk that the range of new requirements now emerging could have the consequence of compromising the Internet's original design principles. Were ...

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Henry Lieberman , Earl Wagner

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One of the biggest unaddressed challenges for the digital economy is what to do when electronic transactions go wrong. Consumers are frustrated by interminable phone menus, and long delays to problem resolution. Businesses are frustrated by the high cost of providing quality customer service. We believe that many simple problems, such as mistyped numbers or lost orders, could be easily diagnosed if users were supplied with end-user debugging tools, analogous to tools for software debugging. These ...

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15 Gender differences in perceptions of web-based shopping

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Women have yet to welcome Web-based shopping as readily as men. A primary factor for this state is how men and women view

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16 Computer security: Security status display and browser interframe communication 77% Larry A. Dunning , Sub Ramakrishnan Proceedings of the 17th symposium on Proceedings of the 2002 ACM symposium on applied computing March 2002 We argue that current WWW protocols are anticompetitive and favor larger WWW retailers and service providers. Consumer confidence has been recognized as an impediment to the development of smaller WWW based businesses and the growth of online transactions. Consumers are understandably concerned about using their credit card number to make WWW purchases. Our assertion is that the development of standards which would allow payment providers to interface with vendors and consumers to interface with ... 77% 17 Making joining easy: case of an entertainment club website Dena Fletcher, Annette Brookman Case studies of the CHI2002 AIGA Experience Design FORUM April 2002 The goal of this project was to design a site that would make the online process of joining the Columbia House Music or DVD club faster and easier. Faced with low conversion rates from online advertising, our challenge was to quickly solve the main problems with the existing join process, which were identified through user testing and site data logs. In response we designed a separate mini-site that reduced the entire process to 3 steps (and as many pages). The Club-based ecommerce experience is ... 77% **18** Article: Invitation to a public debate on ethical computer use Sue Conger, Karen D. Loch ACM SIGMIS Database December 2001 Volume 32 Issue 1 To obtain ethically defensible behavior in a particular situation, or context, one must first define what is considered ethically defensible in that context. Without contextual norms, people assume no norms and are then (mis)guided solely by their own experience. According to Integrated Social Contracts Theory, typical contexts include individual-only situations and situations in which the individual is a member of professional, business and social organizations. Norm development is a complex pr ...

19 Research contributions: The impact of culture and gender on web sites: an empirical study Steven John Simon

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The growth of electronic commerce, in particular business-to-consumer, has been explosive during the last few years. Until recently, the Web community has been a male dominated western-oriented society, with the design of Web sites reflecting that homogenous audience. Using an adapted version of Hofstede's dimensions as a means of differentiation, this study explores the perception and satisfaction levels of one hundred and sixty subjects on four web sites. Analysis indicates that perception and ...

20 Shopping.com: when e-commerce isn't a bargain

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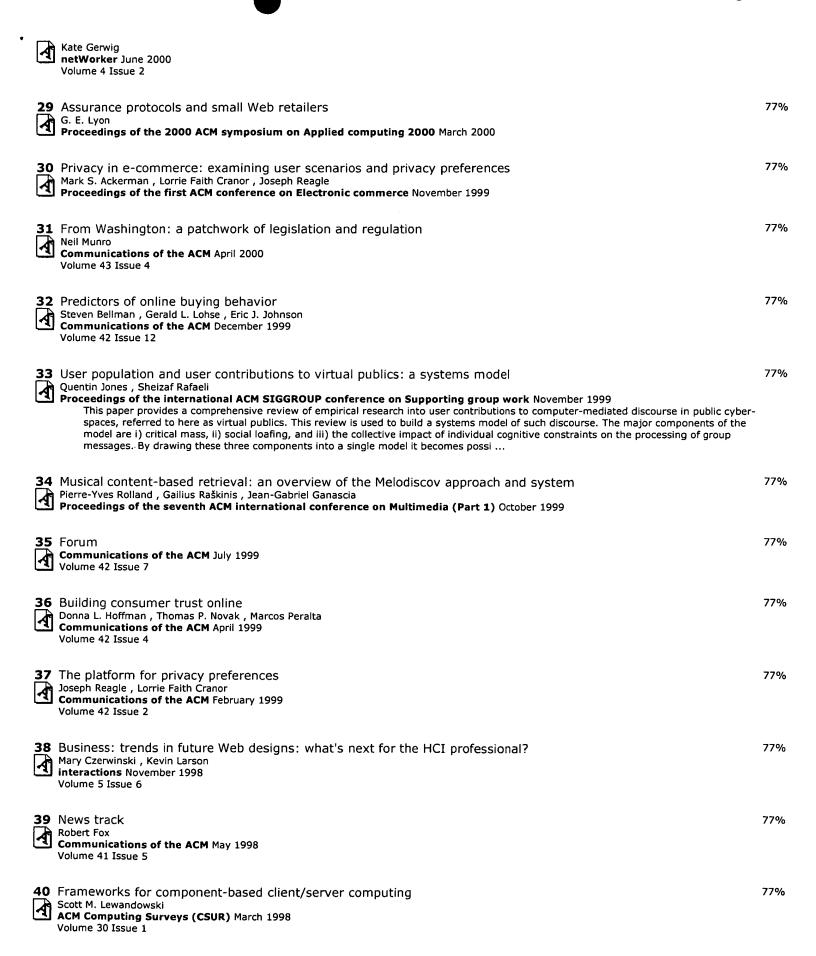
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21 4	What makes Web sites credible?: a report on a large quantitative study  B. J. Fogg, Jonathan Marshall, Othman Laraki, Alex Osipovich, Chris Varma, Nicholas Fang, Jyoti Paul, Akshay Rangnekar, John Shon,  Preeti Swani, Marissa Treinen  Proceedings of the SIGCHI conference on Human factors in computing systems March 2001	77%
	The credibility of web sites is becoming an increasingly important area to understand. To expand knowledge in this domain, we conducted an online study that investigated how different elements of Web sites affect people's perception of credibility. Over 1400 people participated in this study, both from the U.S. and Europe, evaluating 51 different Web site elements. The data showed which elements boost and which elements hurt perceptions of Web credibility. Through analysis we found these el	
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